



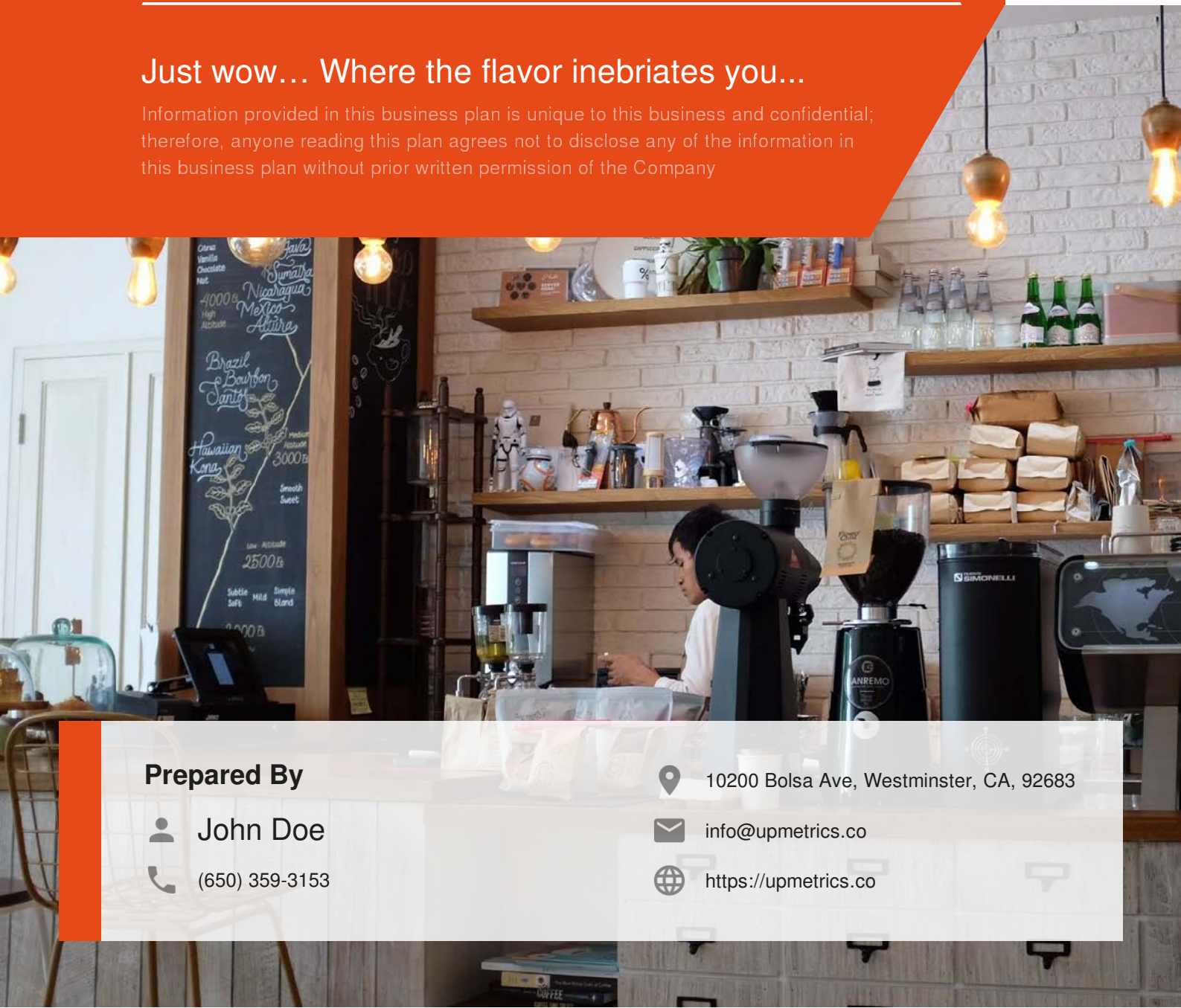
# Rodio Mexican Cafe

# Business Plan

[YEAR]

Just wow... Where the flavor inebriates you...

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company



## Prepared By



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# 1.

## Executive Summary

Introducing Rodio Mexican Cafe  
Funding Requirement & Capitalization Plan  
Summary Financial Highlights

## Introducing Rodio Mexican Cafe



TIP

Rodio Mexican Cafe will be a very popular Mexican full-service restaurant that combines color, art, and great food and service in a Mexican art-oriented atmosphere. The food will be best described as a fusion between authentic Mexican and Tex Mex. The Rodio environment will make guests feel relaxed and happy. Rodio will be located in Rice Village, one of Houston's oldest and

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## Funding Requirement & Capitalization Plan

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount, \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources will be utilized as follows.

Amounts	Applications of Proceeds
\$35,000	Tenant Improvement
\$48,000	Furniture, Fixtures & Equipment
\$217,000	Working Capital

## Summary Financial Highlights

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

	Year1	Year2	Year3	Year4	Year5
Revenue	\$852,938	\$1,044,341	\$1,107,710	\$1,175,150	\$1,246,618
Cost of Goods Sold	\$208,883	\$255,757	\$271,276	\$287,792	\$305,294
Employee Expenses	\$314,402	\$212,435	\$218,813	\$225,372	\$232,133
Operating Expenses	\$390,986	\$420,482	\$436,529	\$453,290	\$470,769
EBITDA	(\$61,333)	\$155,668	\$181,098	\$208,696	\$238,422

# 2.

## The Cafe

The Rodio Experience

The Rodio Vision

Purpose Statement

Cuisine Overview

Jessica's Tienda de Regalos

Other Rodio Activities

Keys to Success

## The Rodio Experience



TIP



The name, personality, and even the ambiance of Rodio Mexican Cafe is inspired by Rodio Carso whose life many moviegoers will remember from the Selma Hayek film "Bride" According to the Rod

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## The Rodio Vision



TIP

Customers enjoy Rodio the way they want. Enjoy a delightful Sunday brunch, a pleasant lunch or dinner with friends or colleagues, be in a hurry or relax and hang out. This is Rodio way. The food is a fusion of authentic Mexican and Tex-Mex. The service staff is well trained and passionate about the success of each customer engagement.

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## Purpose Statement



TIP

Rodio Mexican Cafe will establish itself as the premier casual Mexican Dining Restaurant in the Rice Village area of Houston, TX. The six following guiding principles will help the Company measure the appropriateness of its decisions.

- Bring another restaurant option to the popular

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## Cuisine Overview



TIP

The cuisine at Rodio is best described as local ingredients with a Mexican influence. The menu provides a fusion of authentic Mexican with the popular Tex-Mex Anglo influenced the tastes of many Texans. Authentic Mexican dishes will include enchiladas, enfrijoladas, tacos, tortes, queso fundido, guacamole, Arroz con leche, and many other traditi

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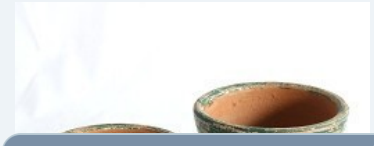


## Jessica's Tienda de Regalos



TIP

Rodio will offer a small number of branded products for sale at an attractive display case located at the entrance to the restaurant. While these products will evolve in the early years, the initial offerings will include homemade



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## Other Rodio Activities



TIP

Rodio is not simply a wonderful restaurant with a gift shop. Other activities that make Rodio special include:

- Catering - Rodio will cater to the office or home parties and events within the metropolitan Houston area.

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## Keys to Success

For Rodio, the keys to its success are simple and straightforward.



TIP

The industry recognizes the most important factor determining whether a person returns to a restaurant is the level of the customer experience throughout the dining engagement. Rodio achieves this level of excellence by hiring, training, and leading a staff that is passionate about accommodating guests and taking customer service to a high level v

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## Customer Service Excellence

*Start writing here...*



TIP

Rodio provides ongoing training that empowers its staff to any out their tasks with confidence and skill. Employees are well-spoken and well-versed in the products that Rodio offers; and trained to provide friendly, professional, and prompt service to every guest. This training teaches employees that by creating an outstanding guest experience, they are

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## Creating a Great Service Staff

Start writing here...



**TIP**

Rodio's service foundation is based on a belief that no task is more or less significant than the next because guest perceptions are often formed by minor details that have a major impact. For example, Rodio believes that taking an order or bring a bill exactly when the customer is ready sends a clear message about how seriously an establishment focuses on service.

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## Attention to Details

Start writing here...



**TIP**

Rodio will be a place that people want to engage regularly. That environment that compliments what the customer expects. People are looking for a social, friendly atmosphere, a "meeting place." So, Rodio has designed floor plans to embrace that; to make it comfortable yet efficient. There are a variety of ways in which Rodio invites people to visit. Sometimes customers

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## Ambiance

Start writing here...

# 3.

## The Menus

Everyday Menu



TIP

Ms. Katario has created a menu that features just the right combination of authentic Mexican cuisine and the always popular Tex-Mex items that Americans have come to love.

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## Everyday Menu

### Appetizers



#### Fiesta Guacamole

Avocado, onions, cilantro, tomato, Serrano peppers (optional), lemon, and salt



#### Chalupitas Poblanas

Four Small corn tortillas, mild green and red salsa sauce, topped with refried beans, meat, and fresh cheese



#### Rodio Ceviche

Your choice of fish, shrimp or octopus ceviche, red onions, tomatoes, Serrano chili (optional), cilantro, avocado, and lemon juice



#### Acapulco Taquitos

Four small taquitos, wrapped in fresh flour tortillas stuffed with grilled shrimp, avocado, onions, Thousand Island dressing, and chipotle peppers

### Soups



#### Azteca Soup

Mexico's popular dry vermicelli soup



#### Caldo Xochitl

This traditional Mexican soup makes a festive of flavors with white chicken breast, avocado, rice, vegetables, chopped onions, and cilantro

### Salads



#### House Salad

Spring mix salad, sliced red onion, diced pimiento peppers, olive oil, red wine vinegar, salt and black pepper



#### Chicken Grilled Mexicana

Marinated chicken breast, romaine lettuce, black beans, corn, tomatoes, green onions, avocado, tortilla chips, and ranch dressing

### Entrees



### **Huaraches**

Thick oval shape corn tortilla, topped with refried beans, meat (chicken or beef), lettuce, sour cream, cheese and onions, and a mild red and green home-made sauce



### **Enfrijoladas Huastecas**

Three corn tortillas, stuffed with eggs, bathed in a traditional Mexican bean sauce, topped with sour cream, bacon bits, and our exquisite fresh cheese (queso fresco)



### **"Tampiquena" Steak platter**

A thin steak served with a side of guacamole, a red enchilada, rice, and beans



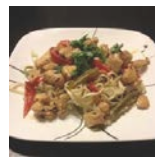
### **Albondigas al Chipotle**

Two delicious meat balls bathed in a chipotle sauce, accompanied with rice and beans

## **Kid's Menu**



### **Quesadillas**



### **Chicken Tequilas**



### **Sopecitos**



### **Ham & Cheese Sandwich**

## **Sunday Brunch Menu**



### **Huevos a la Mexicana**

Scrambled eggs with chopped tomato, onions, and green hot pepper



### **Huevos Nortenos**

Scrambled eggs, with machaca meat bathed in a mild chile pasilla sauce



### **Huevos con Chorizo**

Scrambled eggs, onions, and chorizo



### **Swiss Enchiladas**

Corn Tortillas, stuffed with a choice of eggs, bathed in a green tomato sauce, melted Swiss cheese



### **Chilaquiles**

Crunchy fresh tortilla chips simmered in your choice of green or red tomato sauce, topped with sour cream, and fresh cheese (queso fresco)



### **Rodio Molletes**

Plain rolls split in half and topped with refried beans and melted cheese with ham, chorizo sausage, or bacon

# 4.

## Restaurant Operations

- Restaurant Operating Policies
- Effective Management
- Retention through Support & Feedback
- Operating Details



TIP

The successful implementation of the operating standards and philosophies outlined within this business plan demands great support tools and excellence from management. To achieve excellence, Rodio will employ the strategies outlined below:

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## Restaurant Operating Policies



TIP

Rodio will be managed based on several operating strategies and policies that its owner, Jane Doe has developed for Rodio. Rodio will run its operations based upon the following standards to achieve the greatest productivity and profit:

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TIP

Rodio will implement a computerized inventory system to closely track and manage food and beverage usage to accurately determine operating costs and guard against loss. Physical inventories will be conducted to verify items on hand and to monitor daily/weekly food costs, beverage consumption, plating costs, breakage, and waste.

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## Strict Inventory Controls

*Start writing here...*



TIP

Ms. Doe will continually monitor vendor and purveyor bids to gain the best pricing for all foods, ingredients, and supplies. Market price fluctuations will guide purchasing, menu composition, and menu pricing to ensure the restaurant meets and exceeds profit expectations.

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## Purchasing Cost Controls

*Start writing here...*



TIP

Rodio cooks will follow standardized recipes and recipe cards developed by Ms. Doe to control food costs and ensure consistency of ingredients from plate to plate. Rodio will serve innovative and delicious food while also achieving the greatest revenue yield from purchased inventory -and she will implement these principles at Rodio. The Company will also institute

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## Recipe & Portion Controls

*Start writing here...*



TIP

Cross-utilization is the process of using secondary scraps from one food preparation to make other dishes while avoiding the typical waste associated with tossing out "food scraps" at a loss. Ms. Doe intends to purchase, cook, and serve high-quality dishes that achieve the highest ROI from intelligent cross-utilization.

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## Cross Utilization of Inventory

*Start writing here...*



TIP

Rodio will maintain a zero-tolerance policy for sanitation and food handling throughout the entire restaurant to ensure the safety and health of all guests. These standards will be instilled through the direct leadership and training of Ms. Doe. Rodio will always meet and exceed all Department of Health sanitation and food handling standards.

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## Sanitation & Food Handling

*Start writing here...*

## Effective Management



TIP

Ms. Doe will be responsible for running the day-to-day operations of the restaurant and managing the staff. Weekly meetings among the restaurant staff will provide a forum to review and discuss financial and operational performance. Key decisions related to purchasing, human resources, marketing, capital expenditures, and customer service

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*Start Writing here...*





TIP

Rodio has begun reviewing various Point of Sale systems that will enable the Company to accurately track transactions, minimize labor costs, analyze transactions, manage inventory, process payroll, track customer marketing efforts, and provide real-time entry and reporting functions to the business.

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## Software & Systems

*Start writing here...*



TIP

An ongoing program of training and education will ensure that all employees learn and implement Derrida's exacting standards for service and operational procedures. Managers will lead daily pre-shift meetings and weekly meetings to provide on-going training and honest evaluation to their staff, while also gaining feedback and input from line-level employees.

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## Training Program

*Start writing here...*



TIP

While the quality of the cuisine and dining experience contributes significantly to a restaurant's profitability, it is attention to business and financial details that can transform small profits into large returns. While all decisions will be made with the customer and employee in mind, they will also be made with significant consideration to their financial benefits and

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## Money Management

*Start writing here...*

## Retention through Support & Feedback



TIP

Management will consistently focus on creating a work environment that makes Rodio "the place to work" for top culinary and service talent. This will be done by:

- Clearly defining goals and expectations, with

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## Operating Details



**TIP**

The restaurant will be open Monday through Thursday from 11:00 am to 10:00 pm and Friday and Saturday from 11:00 AM to midnight On Sundays, Rodio will open at 8:00 am for Sunday Brunch and close at 10:00 pm Rodio will accept cash, traveler's checks, Visa, MasterCard, Discover, and American Express. Rodio is an equal opportunity employer.

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# 5.

## Market Analysis

Target Market

Market Segmentation

Rodio's Neighbors

## Target Market



TIP

The Company's target customers are on-the-go 20-50 year old who enjoy good food and live or work in the neighborhood. Many of them will stop by to pick up something to go and others will want to meet friends at a friendly place and hang out. Many of these customers will choose both options from time to time. Rodio will be the kind of place that attracts repeat customers.

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## Market Segmentation



TIP

The 2000 Census of Houston/ Rice Village says there are currently over 420,000 people within the 5-mile radius of this popular metropolitan area. Just two blocks from the Rice University campus, the area is known for its wide variety of restaurants, nightlife venues, and shopping.

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## Rodio's Neighbors



TIP

Rice Village, the home of Rodio Mexican Cafe is the educational, cultural, and health care center of one Houston Texas, one of America's largest and most dynamic cities. Rice University was established in 1876 and currently has about 3,500 undergraduate, 2,275 postgraduate, and 1,200 doctoral students. Rice's campus is a heavily-wooded 285-acre (1.15 km<sup>2</sup>) area.

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# 6.

## Competition

Competitive Landscape

Key Competitors

Competitive Advantages

## Competitive Landscape



TIP

There are numerous restaurants in metropolitan Houston that serve Mexican food. Many have been established for many years and are very well known and patronized. While there are many restaurants in the Rice Village neighborhood, there are no "Mexican" restaurants.

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## Key Competitors



TIP

There are two restaurants in close proximity to Rice Village that have similar menus.

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### El Meson Mexican Restaurant

2425 University Blvd, Houston, TX 77005 This restaurant offers a combination between Spanish and Cuban Cuisine. It has been family owned and operated since 1981.



### Mi Luna Tapas Restaurant Bar

2441 University Blvd, Houston, TX 77005- Rice Village Mi Luna is a tapas restaurant in the Rice Village. It is a Spanish cuisine restaurant that offers a wide variety of flamenco shows during the week.

## Competitive Advantages



TIP

Rodio believes it has several competitive advantages. In the first instance, Rodio understands Hispanic tastes and knows what real authentic Mexican food is all about. In addition, Rodio's menu is positioned at the right price point for the neighborhood in which it will reside. Lastly, there is no substitute for the passion and attention to detail that an on the premises

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# 7.

## Marketing

Market Positioning & Branding

Marketing Strategies

## Market Positioning & Branding



TIP

In each and every activity in which the Company participates, it will establish or reinforce its brand. In doing so, every aspect of the Company's communications with customers, employees, vendors, and other partners will be based on establishing and supporting the following branding marketing messages:

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## Marketing Strategies



TIP

The Company will achieve its marketing objective; through a carefully conceived and aggressively implemented marketing program highlighted by the following strategies:

- Advertising in appropriate local newspapers, F

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# 8.

## The Rodio Team

The Founder

The Rodio Staff

Compensation Program

Professional Services Providers

External Issues

## The Founder



TIP

The Founder brings a good mix of backgrounds, experiences, and skills. She has been preparing for this opportunity. Relevant skills that benefit the restaurant include:

- Extensive knowledge of the foodservice and h

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### JANE DOE

Founder & Owner [jane.doe@example.com](mailto:jane.doe@example.com)

Ms. Doe, a native of Mexico immigrated to the United States in 1994. She is a 2001 graduate of the University of Texas at Arlington where she studied Communication Technology and Business Administration. She currently serves as Project Manager for Montecash LLC, an international pawnshop company based in Mexico City with over 200 locations in Mexico, Guatemala, El Salvador, the United States, and Puerto Rico. Her responsibilities include establishing Montecash Financial stores in 5 states in the US. The first location recently opened in Houston, TX.

Prior to working for Montecash, she worked for two years as Marketing & Communications Manager/ Project Manager for SB Jeunesse Inc., an international cosmetics company based in Houston with locations in California, Puerto Rico, Mexico, and Central America. She participated in all aspects of business development and as a bilingual liaison between the US and other countries in the creation of effective marketing and communication strategies to penetrate different markets. She supervised all Product Development, Product Branding, and Marketing Strategies. Ms. Doe also spent 4 years at Azteca America, a television network for Spanish speaking families where she had increasingly responsible duties during her tenure.

Ms. Doe has strong analytical, communication, creative, organizational, and leadership skills and has a proven record in business development.

## The Rodio Staff



TIP

Rodio will be open for business roughly 80 hours per week. The result is that it will be necessary to have a redundant management staff so that the business is always operating at peak efficiency. Ms. Doe will be the restaurant's general manager. She will be backed up as follows:

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## Compensation Program



TIP

All employees who do not have the "manager" designation in their title will be paid on an hourly basis. Front of the house staff share in gratuities. All manager level staff will be paid on a salary plus bonus basis. The bonus will be based upon the achievement of pre-determined goals. All employees will have the opportunity to participate in a company-sponsored

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## Professional Services Providers



TIP

The founder has engaged or intends to engage the following professional service providers:

- Attorney - Ricardo Baca, RAB Law Firm, PC, Houston, Texas
- Accountant - Enrique Pimienta, Houston, Texas

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## External Issues



TIP

There are no regulatory issues related to EPA, OSHA, IRS, or other governmental agencies. There are no unions represented at the Company and there is no pending or anticipated litigation. Business and liquor licenses will be required.

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# 9.

## Financial Plan

Funding Requirement & Capitalization

Summary Financial Highlights

Projected Balance Sheet

Projected Profit and Loss

Cash Flow Statement

## Funding Requirement & Capitalization



TIP

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount of \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources

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## Summary Financial Highlights



TIP

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

	Year1	Year2	Year3	Year4	Year5

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TIP

- Assumes 521 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$20.00 of which 80% is food and 20% is a beverage

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## Brunch Revenue Assumptions

Start writing here...



TIP

- Assumes 1,825 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$15.00 of which 80% is food and 20% is a beverage

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## Lunch Revenue Assumptions

Start writing here...



- Assumes 2,086 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$2100 of which 50% is food and 20% is a beverage

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## Dinner Revenue Assumptions

Start writing here...

## Projected Balance Sheet

	Year1	Year2	Year3	Year4	Year5
Assets					
Current Assets					
Cash	91,358	247,779	410,583	579,961	756,792
Inventory	23,048	23,673	24,317	24,980	24,980
Total Current Assets	114,406	271,452	434,900	604,941	781,773
Capitalized Start-Up Expenses	94,400	70,800	47,200	23,600	(0)
Buildout, Furniture & Equipment (net)	375,000	300,000	225,000	150,000	75000
<b>Total Assets</b>	<b>583,806</b>	<b>642,252</b>	<b>707,100</b>	<b>778,541</b>	<b>856,773</b>
Liabilities & Equity					
Current Liabilities					
Accounts Payable	21,990	22,649	23,329	24,029	24,750
Total Current Liabilities	21,990	22,649	23,329	24,029	24,750
Term Loan	254,856	207,872	158,974	108,084	55,121
<b>Total Liabilities</b>	<b>276,845</b>	<b>230,522</b>	<b>182,303</b>	<b>132,113</b>	<b>79,871</b>
Members Equity					
Common Stock	300,000	300,000	300,000	300,000	300,000
Retained Earnings	6,960	111,731	224,797	346,428	476,902

	Year1	Year2	Year3	Year4	Year5
<b>Total Members' Equity</b>	306,960	411,731	524,797	646,428	776,902
<b>Total Liabilities &amp; Members Equity</b>	583,806	642,252	707,100	778,541	856,773

## Projected Profit and Loss

	Year1	Year2	Year3	Year4	Year5
Revenue					
All Day	661,978	1,011,397	1,041,739	1,072,991	1,105,181
Comps and Promotions	(18,520)	(110,114)	(10,417)	(10,730)	(11,052)
<b>Total Revenue</b>	843,458	1,001,283	1,031,322	1,062,261	1,094,111
Cost of Sales					
Food	140,021	166,221	171,208	176,344	181,634
Beer, Wine, and Liquor	66,677	79,153	81,527	83,973	86,492
<b>Total Cost of Sales</b>	206,697	245,374	252,735	260,317	268,127
<b>Gross Profit</b>	636,761	755,909	778,587	801,944	826,003
Operating Expenses					
Employee Expenses					
Restaurant Employees	356,533	371,624	382,773	394,256	406,084
<b>Total Salaries and Wages</b>	356,533	371,624	382,773	394,256	406,084
Payroll Taxes and Benefits	41,001	42,737	44,019	45,339	46,700
<b>Total Employee Expenses</b>	397,535	414,361	426,792	439,595	452,783
<b>Non-Employee Operating Expenses</b>					
Accounting	2,400	2,472	2,546	2,623	2,701
Advertising	6,000	6,180	6,366	6,556	6,753
Bank Charges	360	371	382	393	405

	Year1	Year2	Year3	Year4	Year5
Credit Card Fees	17,040	20,228	20,835	21,460	22,104
Dish Machine Lease	1,200	1,236	1,273	1,311	1,351
Electric	6,000	6,180	6,3E6	6,556	6,753
Gas	4,200	4,326	4,456	4,589	4,727
Health Permits	268	276	284	293	301
insurance	4.800	4,944	5,092	5,245	5,402
Office/Mist	900	927	955	983	1,013
Other Operating Expenses	2,400	2,472	2,546	2,623	2,701
Paper & Packaging	3,600	3,708	3,819	3,934	4,052
Phone/internet	3,300	3,399	3,501	3,606	3,714
POS Subscription	2,220	2,287	2,355	2,426	2,499
Rent	60,000	61,800	63,654	65,564	67,531
Repairs and Maintenance	3,000	3,090	3,183	3,278	3,377
Trash	2,100	2,163	2,228	2,295	,364
Uniforms	600	618	637	656	675
Water	1,500	1,545	1,591	1,639	1.688
Website	600	618	637	656	675
<b>Total Non-Employee OpEx</b>	122.487	128,839	132,704	136,685	140,786
EBIDA	116,739	212,710	219,091	225,664	232,434
Interest	11,178	9,339	7,425	5,433	3,359
Amortization	23,000	23,600	23,600	23,600	23,600
Deprecianon	75,000	75,000	75,000	75,000	75,000
<b>Net Income (Loss)</b>	6,960	104,771	113,066	121,631	130,474

## Cash Flow Statement



	Year1	Year2	Year3	Year4	Year5
Cash Inflows					
Collections of revenue	843,458	1,001,283	1,031,322	1,062,261	1,094,129
Proceeds from sale of stock	300,000	-	-	-	-
Proceeds from Term Loan	300,000	-	-	-	-
<b>Total Cash Inflows</b>	<b>1,443,458</b>	<b>1,001,283</b>	<b>1,031,322</b>	<b>1,062,261</b>	<b>1,094,129</b>
Cash Outflows					
Start-up Expenses	118,000	-	-	-	-
Payments for TI and FFE	450,000	-	-	-	-
Payments for inventory	229,745	245,999	253,379	260,980	268,127
Payments on accounts payable	498,032	542,540	558,816	575,581	592,848
Payments of Interest - Term Loan	11,178	9,339	7,425	5,433	3,359
Payments of Principal - Term Loan	45,144	46,984	48,898	50,890	52,963
<b>Total Cash Outflows</b>	<b>1,352,100</b>	<b>844,862</b>	<b>868,518</b>	<b>892,884</b>	<b>917,297</b>
Net Cash Flows	91,358	156,421	162,804	169,378	176,832
Cash, Beginning of Period	-	91,358	247,779	410,583	579,961
Plus: Cash Inflows	1,443,458	1,001,283	1,031,322	1,062,261	1,094,129
Less: Cash Outflows	(1,352,100)	(844,862)	(868,518)	(892,884)	(917,297)
<b>Cash, End of Period</b>	<b>91,358</b>	<b>247,779</b>	<b>410,523</b>	<b>579,961</b>	<b>756,792</b>

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